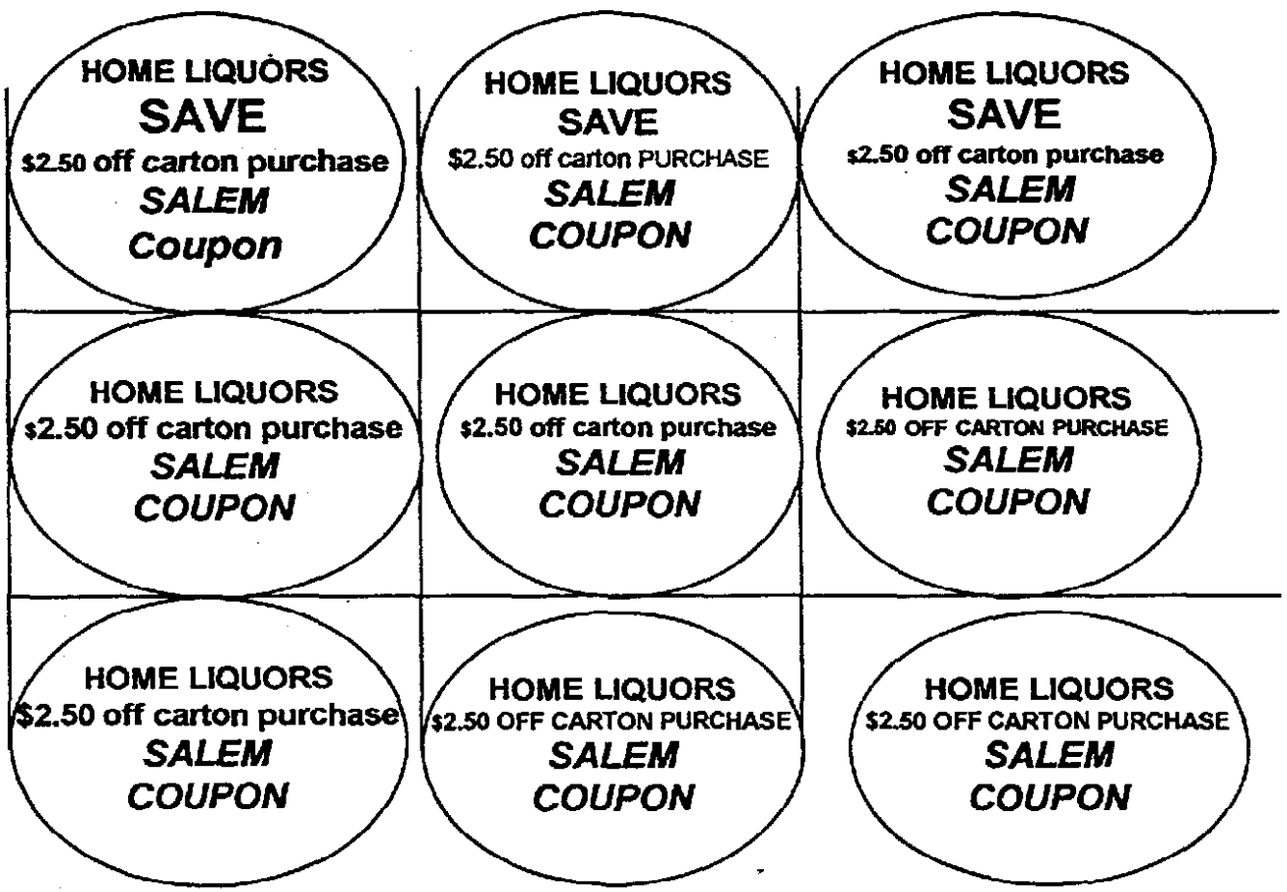
51850 2395

Home Liquors 1st Quarter 1995 Co-Marketing Promotion

- Promotion:
  - Carton coupon promotion
- Consumer save $2.50 off the purchase of a carton of salem, all brand styles)
- Co-marketing dollars accrued for 1st quarter, ($ 672)
- Qualifying stores :
  - #75 #360 #480 #1277
- Co-marketing promotional dollars accrued per store: $ 168.
- Number of coupons per store - (67)
- Utilize temporary 60 carton displays with riser card
- Timing: February 6, 1995
- RJR sales representatives will place displays
- Authorized by:_____, Title:_____, Date:_____

Source: https://www.industrydocuments.ucsf.edu/docs/gkcy0000

HOME LIQUORS 1ST QUARTER 1995 CO-MARKETING PROMOTION



Source: https://www.industrydocuments.ucsf.edu/docs/gkcy0000